In the Claims:

The following is a list of claims currently pending in this application and their current status. This listing of claims replaces all prior versions and listings in this application.

1.   (Cancelled)

2.   (Previously presented) The method of claim 65, wherein the method accommodates impact estimates that can be both positive and negative.

3.   (Previously presented) The method of claim 65, wherein the impact estimates are factors multiplied by sales history quantities, for past disruptive events, and by the projected demand, for future disruptive events.

4.   (Previously presented) The method of claim 65, wherein the impact estimates are quantities added to sales history quantities, for past disruptive events, and to the projected demand, for future disruptive events.

5-11. (Cancelled)

12.   (Previously presented) The method of claim 65, wherein the disruptive events include a plurality of disruptive events that apply to a particular item at a particular location.

13.   (Previously presented) The method of claim 12, wherein a plurality of impact estimates for the plurality of disruptive events are combined multiplicatively.

14.   (Previously presented) The method of claim 12, wherein a plurality of impact estimates for the plurality of disruptive events are combined additively.

15.   (Previously presented) The method of claim 12, wherein a plurality of impact estimates for the plurality of disruptive events are combined by a combination of addition and multiplication.

16.   (Previously presented) The method of claim 12, wherein a plurality of impact estimates for the plurality of disruptive events are applied beginning with a

most recent disruptive event.

17.   (Previously presented) The method of claim 12, wherein a plurality of impact estimates for the plurality of disruptive events are applied beginning with a most distant disruptive event.

18.   (Previously presented) The method of claim 65, further including applying a plurality of forecasting techniques to the sales history quantities to derive a plurality of projected demand estimates.

19.   (Previously presented) The method of claim 65, further including applying a probabilistic forecast technique to the sales history quantities to derive the projected demand.

20.   (Previously presented) The method of claim 65, further including applying a segmented probabilistic forecast technique to the sales history quantities to derive the projected demand.

21.   (Previously presented) The method of claim 65, further including applying a regression forecast technique to the sales history quantities to derive the projected demand.

22.   (Previously presented) The method of claim 65, further including applying an ARIMA forecast technique to the sales history quantities to derive the projected demand.

23.   (Previously presented) The method of claim 65, further including evaluating an actual impact of least one particular disruptive event that has already taken place at least a predetermined period prior to adjustment of the projected demand, and adjusting the impact estimates based on the evaluated actual impact of the disruptive event.

24.   (Original) The method of claim 23, wherein the predetermined period is user selected.

25.   (Original) The method of claim 23, wherein the predetermined period is measured in days.

26.   (Previously presented) The method of claim 23, wherein the predetermined period is measured in time increments of less than a day.

27-56.   (Cancelled)

57.   (Previously presented) The method of claim 65, wherein the disruptive events represent cannibalization of sales or demand for a first item across multiple locations by introduction of a second item at the locations.

58.   (Previously presented) The method of claim 65, wherein the disruptive events represent opening or closing of a competing store that impacts sales or demand at the one or more selling locations.

59.   (Currently amended) A computerized system for adjusting projected demand for a plurality of items at a plurality of locations on an item-location basis, the system including:

        a processor;

        memory coupled to the processor;

        logic and resources operatively coupled to the memory and
    processor, the logic and resources adapted to maintain a calendar of future
    disruptive events that will impact demand for a particular item at a particular
    location, including data tuples for the disruptive events that include at least
    a good identifier, a selling location identifier, a start date and no effective
    stop date, and at least a step function increase or decrease in projected
    demand as a consequence of the disruptive event;

        the logic and resources further adapted to elicit from a retail manager
    data to describe the disruptive events and populate the data tuple, including
    an estimate of the step functions representing the disruptive events;

        the logic and resources utilizing the calendar of disruptive events to
    apply the step functions to adjust the projected demand for the plurality of
    items at the plurality of locations for a predetermined time in the future and
    to report the adjusted projected demand.

60.   (Previously presented) The system of claim 59, wherein the disruptive events represent cannibalization of sales or demand for a first item at a particular location by introduction of a second item at the particular location.

61.   (Previously presented) The system of claim 59, wherein the disruptive events represent opening or closing of a competing store that impacts sales or demand at the location.

62-64. (Cancelled)

65.   (Currently amended) A computer-implemented method of responding to a disruptive event that impacts demand into the indefinite future for a plurality of items at one or more locations, including:

modeling with a data structure stored in computer readable memory one or more disruptive events that impact demand for a plurality of items at one or more selling locations,

wherein the disruptive events, unlike transitory promotional events, have an impact on the demand into the indefinite future for the plurality of items that are represented in the data structure by a data tuple including at least

a good identifier for a good,

a selling location identifier for a selling location,

a start date and no effective stop date, and

at least a step function that represents an impact estimate of disruption to demand for the good at the selling location beginning at the start date;

for the disruptive events, eliciting from a retail manager data to describe the disruptive events and populate the data tuple, including an estimate of the step functions representing the disruptive events;

forecasting, <u>using a computer,</u> unit inventory and unit sales at a per-item,

per-location level for a ~~forecasting cycle~~ <u>predetermined period</u> using the step functions to take into account the disruptive events; and

generating, from results of the forecasting using the data structure consistently across analytical tools, analytical reports that support retailing activities.

66.   (Cancelled)

67.   (Previously presented) The method of claim 65, wherein the disruptive events are future events when the forecasting is carried out and the disruptive events are taken into account to adjust the projected demand.